

ALIGNING THE UVS CHATSARGANA GI WITH THE SDGs

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Uvs chatsargana/ Sea buckthorn as
Mongolia's first Geographical
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UVS CHATSARGANA PGI

- **Uvs aimag: Home of Seabuckthorn**
 - Wild seabuckthorn 70%
 - Planted seabuckthorn 60%
 - Seabuckthorn-related products 50%
- **“Uvs seabuckthorn Producers’ Association” NGO**
 - Since 2014
 - More than 20 growers and processing companies
 - Led by Uvs Khuns JSC, since 1942
- GI Application & Registration to the EU process since 2016



OFFICIALLY REGISTRATION TO EUROPEAN UNION

<https://www.tmdn.org/giview/gi/EUGI00000016>



GIview English ▾

Country ▾ Geographical Indication / File number 🔍

Увс чацаргана / Uvs chatsargana

Country/ies of origin Mongolia	Type Protected Geographical Indication (PGI)		
Priority date 02/06/2016	File number PGI-MN-2143	Product type Food	Basis of protection EU register
Status Registered	Product category Class 1.6. Fruit, vegetables and cereals fresh or processed		
Legal instrument of protection at EU level Official Journal L 13, 20.01.2022			
Publications Official Journal C 398, 1.10.2021 Official Journal L 13, 20.01.2022			

GEOGRAPHICAL INDICATIONS (GIs)

A sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin

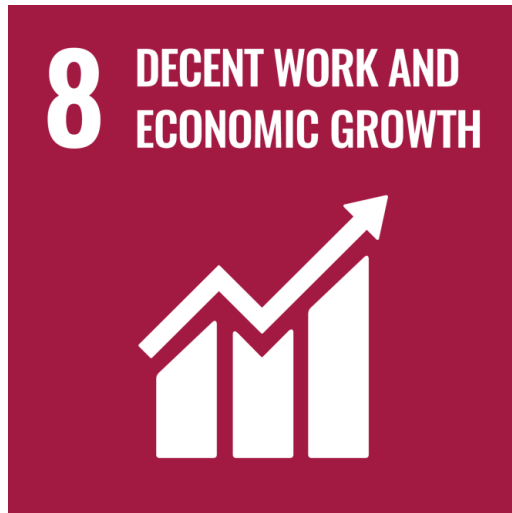
Instrument in the conservation of local, cultural heritage and traditional production methods

Strong marketing tool for farmers and rural areas

Offering a clear added value to agri-food products and an asset and development tool of rural territories

Ensuring fair competition

LINK BETWEEN GIs AND SDGs



To promote inclusive and sustainable economic growth, employment and decent work for all



To build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation



To ensure sustainable consumption and production patterns



To revitalize the global partnership for sustainable development

How do GIs support SDG Goal 8?

8 DECENT WORK AND ECONOMIC GROWTH



Sustainable Agricultural Practices

- Encouragement of Sustainable Farming
- Resource Conservation

Support for Smallholder Farmers/Growers

- Empowerment of Local Producers
- Collective Management & Marketing

Cultural Heritage and Tourism

- Cultural and Culinary Tourism
- Community Engagement

Market Access and Competitiveness

- Enhanced Marketability
- Brand Recognition

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How do GIs support SDG Goal 9?

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Quality Assurance and Standards

- Establishment of Quality Standards & Traceability
- Consumer Confidence

Promotion of Local Industries

- Support for Small-Scale Producers
- Economic Diversification

Infrastructure Development

- Investment in Local Infrastructure
- Improved Supply & Value Chains

Encouraging Innovation

- Research and Development
- Innovative Infrastructure Solutions

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How do GIs support SDG Goal 12?

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Reduction of Food Waste

- Encouraging Local Consumption
- Seasonal Production

Consumer Awareness and Education

- Raising Awareness
- Health and Nutrition

Promotion of Sustainable Practices

- Encouragement of Traditional Methods
- Resource Management

Cultural Preservation

- Maintaining Traditional Knowledge
- Promoting Local Identity

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How do GIs support SDG Goal 17?

17 PARTNERSHIPS FOR THE GOALS



Collaboration and Partnerships

- Local and Global Networks
- Cooperative Models (Management)

Capacity Building

- Training and Development
- Knowledge Sharing

Policy Advocacy

- Strengthening Policies
- Global Standards

Sustainable Trade Practices

- Promoting Fair Trade
- International & Domestic Market Access

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UVS CHATSARGANA/SEABUCKTHORN CONTRIBUTION TO THE SDGs

Goal 8: Enhanced Income for Local Producers

- Development of local growers & producers
- Higher prices for their unique Seabuckthorn products

Goal 9: Development of Processing Facilities

- Investment in local processing infrastructure
- Industrial growth in the region

Goal 12: Promotion of Sustainable Agricultural Practices

- Maintain biodiversity
- Responsible resource use

Goal 17: Collaboration among Stakeholders

- Partnerships between growers & producers
- Public & Private and Research institutions



Thank you for your
attention!



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